

Assessment of the Tourism Potential of Kashkadarya and the Principles of its Development

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Abstract: In this article, the possibilities of tourism in Kashkadarya region are discussed over the years, and proposals that can be put into practice in the future are presented.

Keywords: Kashkadarya, tourism, method, development, region

INTRODUCTION. The tourism development forecast is considered an integral part of the economic and social sector development forecast of a particular region and the country as a whole. The reciprocal relationship between the level of economic development and the tourism sector, by stimulating the growth rates of certain sectors, leads to an increase in the standard of living of the population and an increase in the payment ability of potential consumers and the demand for tourism services. will help. In the years of independence, the attention to the protection of nature is gaining importance in the expansion of the number of foreign nature lovers coming to our country. In countries where tourism is developed, competition is well developed, and the large flow of tourists allows industry facilities to operate at full capacity and compete in terms of price.

The development of tourism in our country has not been implemented, including in the regions. The economic development model of Uzbekistan was evolutionary and took into account the socio-economic potential of the country, the history of the statehood of the people, national and religious values and the demographic situation. The “Uzbek model”, embodying the reforming abilities of the state, protecting the economy from any political and ideological interference, ensuring the rule of law, phased reforms, social protection of the population, which in the new market conditions experienced a serious psychological and material shock, became the basis for the development of society at the transitional stage. These principles have now been reflected in the “Action Strategy for Five Priority Development Areas in 2017-2021.” and in the "Strategy for the development of a new Uzbekistan for 2022 - 2026".

The territory of Kashkadarya region is mainly surrounded by the Zarafshan and Hisar mountain ranges from the northeast and southeast. Hills occupy the space between the mountains and the plains. A large part of the plain consists of the Karshi desert, bordered by the Sandikli and Kyzylkum deserts in the west. The climate is continental. Winter is relatively mild. Summer is long (155-160 days), hot, dry. The average temperature in January is from 0.2 to 1.9 degrees, and in July it is 28-29.5 degrees. The highest temperature is +45 degrees. The lowest temperature is 20 degrees. 290-300 mm per year in the plains, 520-550 mm in the hills, 550-650 mm in the mountains.

LITERATURE REVIEW

The theoretical and methodological aspects of the development of the tourism sector and the implementation of information communication technologies in the tourism sector are discussed by many foreign scientists: A. Yu. Aleksandrova, I. T. Balabanov, M. A. Zhukova, M. B. Birzhakov, Yu. , R.V. Kolotova, A.S. Samardak, V.A. Kvartalnov, T.A. Sípíleva, A.D. Chudnovskiy, F. Scherer, A.B. Kosolapov, I.Ya. Barliani, and others. Among the Uzbek scientists K.Kh. Abdurakhmonov, M.Q. Pardaev, I.S. Tukhliyev, N.T. Tokhliyev, M.M. Mukhammedov, B.N. Navroz-zoda, T. Doschanov, D.Kh. Aslanova, O.H. Hamidov, A.A. Eshtaev, B. The scientific works of Sh.

RESEARCH METHODOLOGY AND EMPIRICAL ANALYSIS

In this article, we have made forecasts of the main indicators of the possibilities of tourism development of Kashkadarya region. For this, we have selected the following guidelines:

ΣXK -Total number of services rendered;

TS_{1k} - One-day visitors;

TTS - overnight visitors;

SYS – number of tourist tickets sold;

TQS - Number of overnight stays.

The growth dynamics of the main indicators for the development of tourism in Kashkadarya region in 2014-2022 are presented in the table below (Table 1).

Table 1. Growth dynamics of the main indicators of tourism development of Kashkadarya province in 2014-2022 (%)

№	Years	Indicators				
		ΣXK	TS _{1k}	TTs	SY _s	TQ _s
1	2	3	4	5	6	7
1	2014	100	100	100	100	100
2	2015	92,2	71,2	94,9	25,0	90,1
3	2016	116,0	77,7	120,9	20,5	102,9
4	2017	148,1	94,0	155,0	118,5	122,8
5	2018	151,7	89,2	159,8	84,6	75,5
6	2019	160,2	125,0	164,8	100,9	90,8
7	2020	163,5	120,6	169,0	148,4	94,7
8	2021	57,1	21,7	61,7	24,8	46,4
9	2022	81,4	62,2	83,9	71,0	71,0

It can be seen from the data of the table that in 2016-2020, there was a steady increase in the total number of services provided and the number of overnight visitors, while the other indicators showed a slight increase in trends. In particular, in 2016-2020, the total number of services provided increased by 63.5%, the number of day visitors increased by 20.6%, the number of overnight visitors increased by 69.0%, and the number of tourist tickets sold increased by 48.4%. we can see an increase to However, the number of overnight stays decreased by 5.3% in 2020 compared to 2014.

In 2020, due to the quarantine measures implemented due to the global pandemic, there was a decrease in all indicators, including the number of total services provided by 42.9%, the number of overnight visitors by 78.3%, the number of overnight visitors by 38.3%. to, we can see that the number of tourist tickets sold decreased by 75.2% and the number of overnight stays decreased by 53.6%. By 2021, as a result of the relaxation of quarantine rules and opportunities for the development of the tourism sector, growth trends have been achieved compared to the previous year.

CONCLUSION AND DISCUSSION

It can be concluded from the above that, due to the high level of the increase in the total number of service provided and the number of visitors staying overnight, the number of tourism objects that attract a large flow of tourists in the context of cultural and spiritual events has increased. rish instead, it is necessary to improve the practical mechanisms of increasing the number of daily visitors and the number of sold tourist passes. Because all the indicators selected above produce a strong econometric relationship and have a proportional growth rate.

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